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Sukjoon Yoon

Sheila J. Backman

Jimmy Sanderson Dr.

Bryan E. Denham Dr.

Gregory Ram Dr.

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Collegiate Fan Allegiance and Twitter's Role Using the Revised Psychological Continuum Model (PCM)*: A Case Study of Clemson Men's Basketball Fan

Sukjoon Yoon/ Dr. Sheila J. Backman (Advisor)/ Dr. James Sanderson
/ Dr. Bryan E. Denham/ Dr. Gregory Ramshaw; *Clemson University*

PURPOSE

The purpose of this study is to investigate the **Twitter's role** in the formation of team allegiance through the **revised Psychological Continuum Model (PCM)**. The hypothesis for this study is that Twitter usage about a sports team will be positively correlated to **fan allegiance**. The primary focus will be to analyze how individuals interact with a sports team via Twitter and how those interactions form allegiance.



BACKGROUND

- Advent of **Web 2.0** → Revialization of Online Marketplace
- In August 2011, the usage of social media by adult Internet users in the United States increased over the last six years, from **5%** in 2005 to **65%** in 2011 (Madden & Zickuhr, 2011).
- Social media** have provided two-way communication tools to reach both users in an innovative and unique way through images, videos, and follow on Twitter (Zhang, Sung, & Lee, 2010).
- Twitter** is one of the most popular social-networking and communication technologies at the present time (Weingarten, 2008).

*Contact Information

Sukjoon (SJ) Yoon

Department of Parks, Recreation and
Tourism Management (PRTM)
Clemson University
suky@clemson.edu

SPORTS FAN ALLEGIANCE

- The term "**allegiance**" can be identified as a commitment to a particular team in determining sports fan' desire such as persistence, resistance of attitude, and cognitive thoughts through behavioral and attitudinal factors (Funk & James, 2006).
- Sports fan with high level of allegiance have well-formed attitudes which consists with values, self-concepts, and beliefs towards a specific team and these attitudes contribute to make a **strong psychological connection** between a fan and team (Croot & Robinson, 2008).



OBJECTIVE

- Funk (2001, 2006) suggested that the **Psychological Continuum Model** (PCM, shown in Figure 1) consists of hierarchical and psychological progressions, which are awareness, attraction, attachment, and allegiance.
- The PCM would aid understanding of the effects of people moving through the four stages and how each stage helps move an individual into the next level (Funk & James, 2006).

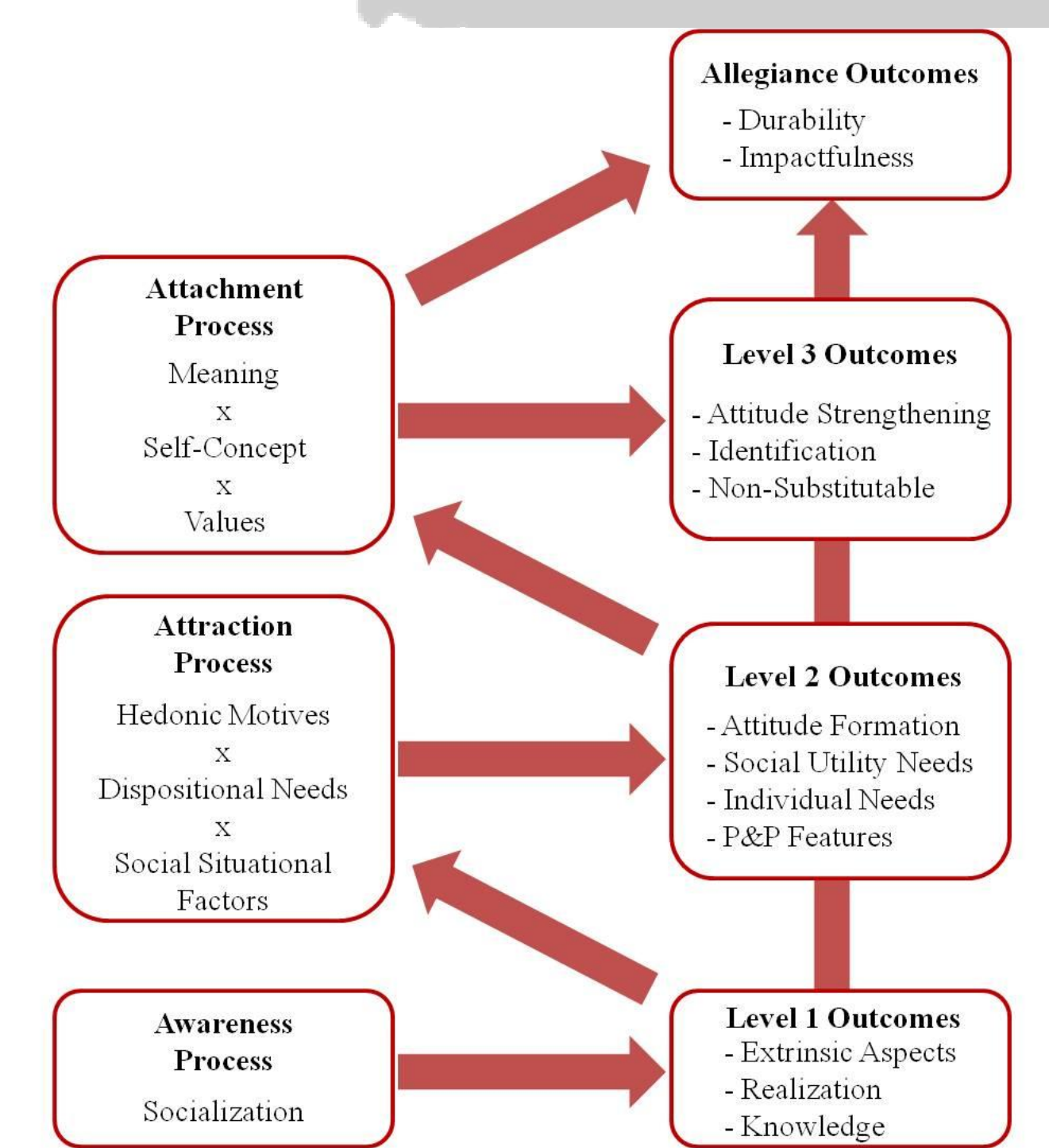


Figure 1 – The Revised Psychological Continuum Model (PCM)

RESEARCH QUESTION

Does a relationship exist between team allegiance and Twitter usage?

METHODOLOGY

- Participants**
117 usable questionnaire was conducted from Clemson Men's basketball home game, constituting a **40.0%** as a response rate.
- Measures**
A five-point Likert scale (5 = strongly disagree to 1 = strongly agree) was used to measure **TIS (Team Identification Scale)** and **TAS (Team Association Scale)**.
※ **TAS: 13 benefits and attributes/ 3 attitude properties/ 1 loyalty**
- Data Analysis**
Frequency and descriptive statistics analysis, regression analysis, and ANOVA using SPSS 19.0

HYPOTHESIS & TESTING

- General Form Equation**
$$Y_1 = \beta_0 + \beta_1 ATT(Attraction) + \beta_2 TWI + \beta_3 ATT(Attraction) \times TWI + \epsilon$$

$$Y_2 = \beta_0 + \beta_1 ATT(Attachment) + \epsilon$$
- Dependant Variables**
Attachment, Allegiance
- Hypothesis**
1. Twitter usage will be positively related to attachment process.
2. Twitter usage about a collegiate team will be positively correlated to fan allegiance.

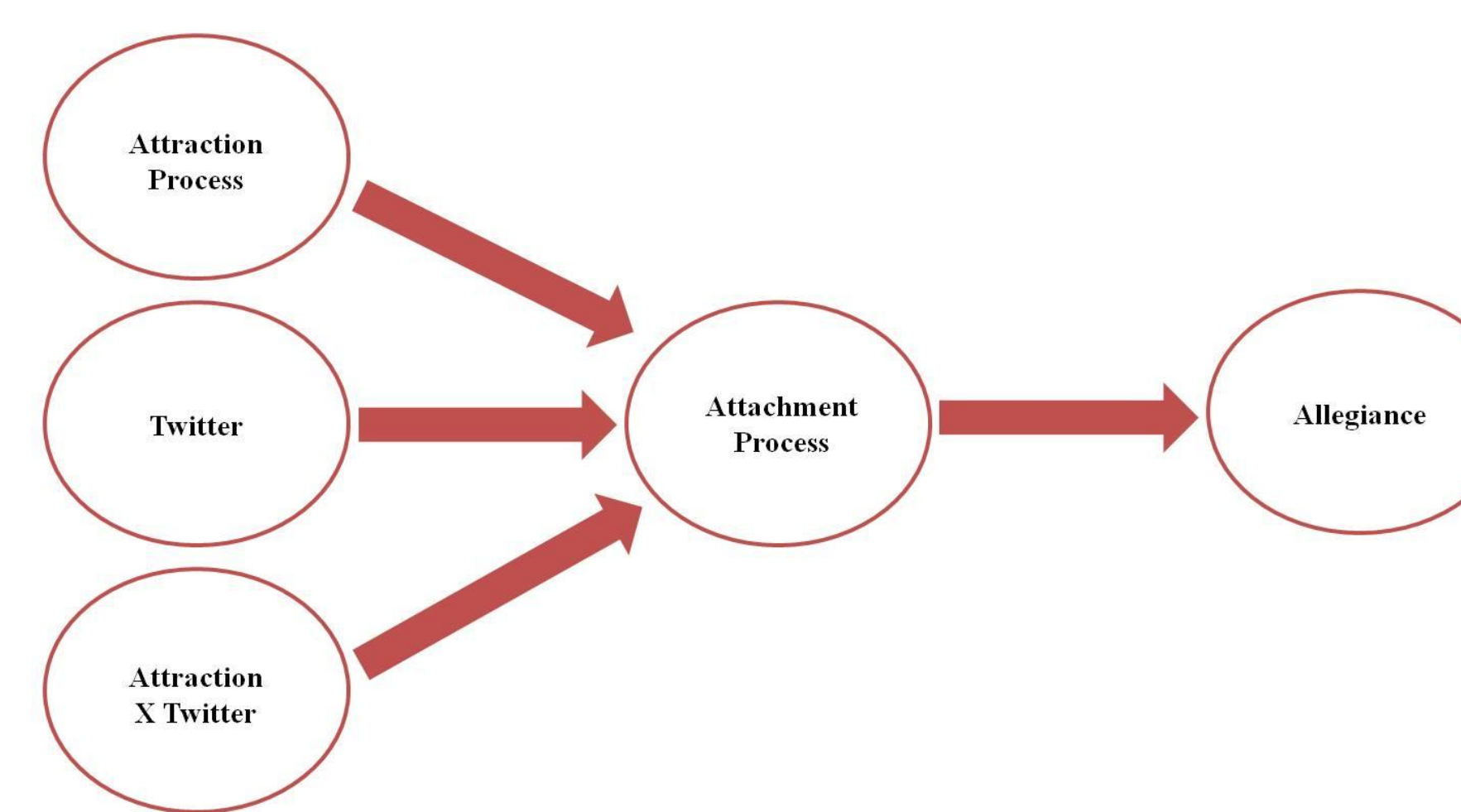


Figure 2 – Conceptual Framework (Moderating Effect)

RESULTS

Descriptive Statistics (N= 117)

	Valid	Frequency	Percent (%)
Gender	Male	71	60.7
	Female	46	39.3
Age	18-22	73	62.4
	23-30	12	10.3
	31-40	13	11.1
	41-50	12	10.3
	51-65	7	5.9
High Level of Education	High school	16	13.7
	Some college	53	45.3
	2-year college	3	2.6
	4-year college	26	22.2
	Masters	8	6.8
	Doctoral	5	4.2
Ethnicity	Professional	4	2.6
	Others	2	1.7
	White	87	74.3
	African American	12	10.3
	Asian	14	12.0
Occupation	Hispanic	2	1.7
	Student	51	43.6
	Non-student	66	56.4

Correlation Matrix (N= 117)

	LOY	IMP	KNW	AFF	SUC	STP	HC	MGT	LOG	VEN	PD	TRD	ESC	ID	PGA	NOS	PIP
LOY	1																
IMP	0.39	1															
KNW	0.46	0.57	1														
AFF	-0.29	0.02	0.01	1													
SUC	0.38	0.56	0.49	0.10	1												
STP	0.27	0.42	0.31	0.14	0.25	1											
HC	0.26	0.51	0.29	-0.07	0.21	0.40	1										
MGT	0.24	0.48	0.26	-0.10	0.17	0.43	0.77	1									
LOG	0.13	0.55	0.35	0.08	0.37	0.36	0.40	0.33	1								
VEN	-0.15	0.15	-0.04	-0.15	0.04	0.18	0.34	0.28	0.39	1							
PD	0.20	0.63	0.26	-0.04	0.32	0.49	0.61	0.58	0.41	0.46	1						
TRD	0.09	0.30	0.08	-0.20	0.05	0.32	0.43	0.42	0.24	0.33	0.50	1					
ESC	-0.00	0.42	0.30	0.04	0.16	0.18	0.21	0.17	0.43	0.32	0.41	0.10	1				
ID	0.32	0.75	0.57	0.04	0.57	0.39	0.29	0.23	0.54	0.14	0.43	0.12	0.49	1			
PGA	0.06	0.26	0.13	0.04	0.24	0.15	0.08	0.14	0.12	0.17	0.23	0.07	0.26	0.36	1		
NOS	0.14	0.66	0.40	0.04	0.38	0.43	0.49	0.37	0.56	0.28	0.58	0.28	0.55	0.65	0.31	1	
PIP	-0.10	0.41	0.05	-0.12	0.16	0.17	0.50	0.51	0.27	0.43	0.49	0.39	0.35	0.33	0.40	0.46	1

CONCLUSION

It was found that independent and dependent variables is all valid through test. This study will determine whether fan allegiance of collegiate sports was directly influenced by frequency of Twitter usage. In addition, Twitter usage positively contributed to establish fan loyalty to attend future game and to study the developing relationship between individuals' awareness and emotions related to watching sports games and their allegiance toward specific sports teams

This research will aid sport marketers to learn sport consumer behaviors, needs, and motivation online, which will help shaping internet marketing communication.